

Warren Buffett was a rock star this weekend

Mark Calvey, San Francisco Business Times

[Warren Buffett](#) strolling the exhibit hall created a lot of excitement for shareholders arriving early for the **Berkshire Hathaway** annual meeting in Omaha Saturday.

"This is like a [Justin Bieber](#) concert," said one young shareholder caught up in the excitement as a mob of media and investors followed Buffett.

There was no doubt where Buffett was on his journey from one Berkshire company's booth to another. A steady flow of TV cameras and many more smartphones snapping photos and videos followed the legendary investor.

"Warren play the ukulele," cried out a shareholder of the company that owns **The Buffalo News**.

But one major difference between Buffett's show and a [Justin Bieber](#) concert, aside from their age, was the cost of admission. Buffett's Woodstock for capitalists was a lighter hit to the wallet. With a Baby B share trading at a little more than 100 bucks, college students and others could buy one share and get four passes into the meeting.

Indeed, first in line to enter Omaha's CenturyLink Center were seven **University of Chicago** students who had traveled 10 hours by train, arriving at midnight to get in line at 4:30 a.m., according to Sunday's Omaha World-Herald.

"It's one of the things on my bucket list," 25-year-old student [Daniel Liang](#) told the Omaha newspaper, whose coverage included a small photo of another shareholder seeking a good seat: Star Wars creator [George Lucas](#).

Even outside the arena, Buffett's younger fans captured the attention of a silver-haired couple at an Omaha Starbucks after the meeting.

They were surprised to see so many young people wearing shareholder badges, given their recollection of Berkshire's (NYSE: BRK.A) (NYSE: BRK.B) rich share price. I reminded them that Berkshire's A shares recently sold for almost \$163,000 on Friday, but the Class B shares were about \$108. The Class B shares became much more affordable after they split 50-for-1 to avoid squeezing out Burlington Northern's small shareholders when Berkshire bought out BNSF Railway in 2010.

Highlights of Buffett's stroll through the exhibit hall included making candy at See's Candies booth. The South San Francisco company offered shareholders special half-pound boxes of chocolates featuring caricatures of Buffett and Mrs. See.

The roving pack then stopped by Burlington Northern's elaborate display where Buffett discussed the railroad business with CEO [Matt Rose](#) for about 10 minutes before heading to the newspaper-tossing contest featuring Buffett, [Bill Gates](#) and a few members of the media, among others.

Next stop was Fruit of the Loom, where the company was hawking special Berky Boxers featuring a print emblazoned with cartoon figures of Buffett and Berkshire Vice Chairman [Charlie Munger](#). The boxers at \$5 were a hot seller, with no more left at mid-morning. The Fruit of the Loom guys were available most of the day to accommodate the persistent line of shareholders seeking their photo with them.

The influence of Twitter and other social media was never far, even making it on the meeting's unofficial agenda, with @WarrenBuffett joining Twitter two days before the meeting.

One shareholder asked when Munger might join Twitter.

"I'm avoiding it like the plague," he said.

"I don't understand it very well. I hate the idea of teenagers in my family immortalizing the dumb things they say at 13. There is a case for your ignorance and folly being hidden."